

INVOICE



WDAF
3030 Summit St.
Signal Hill
Kansas City, MO 64108
Main: (816)753-4567
Billing:

Invoice #	Invoice Date	Invoice Month	Invoice Period
587548-1	11/11/12	November 2012	10/29/12 - 11/06/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Dan Driscoll	Washington DC	National

Advertiser	Product	Estimate Number
Now or Never PAC		N01N06

Billing Address:

Smart Media Group LLC
 Attention: Accounts Payable
 814 King Street
 Suite 400
 Alexandria, VA 22314

Flight Dates	Order #	Alt Order #
11/02/12 - 11/06/12	587548	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

Send Payment To:

WDAF
 3600 Solutions Center
 Chicago, IL 60677-3006

IDB #	Advertiser Code	Product Code
1046		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	11/02/12	11/02/12	M-F 9-10a	9-10a	----F--	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 11/02/12 9:51 AM M-F 9-10a 9-10a :30 NON1001TV \$500.00 NM									
2	11/05/12	11/06/12	M-F 9-10a	9-10a	MT-----	:30	2	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 2 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 4 M 11/05/12 9:14 AM M-F 9-10a 9-10a :30 NON1001TV \$500.00 NM 1 4 Tu 11/06/12 9:35 AM M-F 9-10a 9-10a :30 NON1001TV \$500.00 NM									
3	11/02/12	11/02/12	M-F 10-11a	10-11a	----F--	:30	1	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 11/02/12 10:55 AM M-F 10-11a 10-11a :30 NON1001TV \$150.00 NM									
4	11/05/12	11/06/12	M-F 10-11a	10-11a	MT-----	:30	2	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 2 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 4 M 11/05/12 10:31 AM M-F 10-11a 10-11a :30 NON1001TV \$150.00 NM 1 4 Tu 11/06/12 10:44 AM M-F 10-11a 10-11a :30 NON1001TV \$150.00 NM									
5	11/02/12	11/02/12	M-F 11a-12p	11a-12p	----F--	:30	1	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 11/02/12 11:21 AM M-F 11a-12p 11a-12p :30 NON1001TV \$150.00 NM									

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587548-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Now or Never PAC		N01N06	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	11/05/12	11/06/12	M-F 11a-12p	11a-12p	MT-----	:30	2	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 2 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 11/05/12 11:46 AM M-F 11a-12p 11a-12p :30 NON1001TV \$150.00 NM 2 4 Tu 11/06/12 11:10 AM M-F 11a-12p 11a-12p :30 NON1001TV \$150.00 NM									
7	11/02/12	11/02/12	M-F 12-1p	12-1p	----F--	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 11/02/12 12:44 PM M-F 12-1p 12-1p :30 NON1001TV \$500.00 NM									
8	11/05/12	11/06/12	M-F 12-1p	12-1p	MT-----	:30	2	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 2 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 4 M 11/05/12 12:24 PM M-F 12-1p 12-1p :30 NON1001TV \$500.00 NM 1 4 Tu 11/06/12 12:28 PM M-F 12-1p 12-1p :30 NON1001TV \$500.00 NM									
9	11/02/12	11/02/12	M-F 4-5p	4-5p	----F--	:30	1	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 11/02/12 4:26 PM M-F 4-5p 4-5p :30 NON1001TV \$375.00 NM									
10	11/05/12	11/05/12	M-F 4-5p	4-5p	M-----	:30	1	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 11/05/12 4:12 PM M-F 4-5p 4-5p :30 NON1001TV \$375.00 NM									
12	11/05/12	11/06/12	M-F 5-530a	5-530a	-T-----	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 -T----- 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Tu 11/06/12 5:14 AM M-F 5-530a 5-530a :30 NON1001TV \$300.00 NM									
14	11/05/12	11/06/12	M-F 530-6a	530-6a	-T-----	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 -T----- 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 4 Tu 11/06/12 5:54 AM M-F 530-6a 530-6a :30 NON1001TV \$300.00 NM									
15	11/02/12	11/02/12	M-F 7-9a	7-9a	----F--	:30	2	\$825.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 2 \$825.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 11/02/12 7:25 AM M-F 7-9a 7-9a :30 NON1001TV \$825.00 NM 2 4 F 11/02/12 8:35 AM M-F 7-9a 7-9a :30 NON1001TV \$825.00 NM									

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587548-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Now or Never PAC		N01N06	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
16	11/05/12	11/06/12	M-F 7-9a	7-9a	MT-----	:30	4	\$825.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 4 \$825.00									
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2 4	M	11/05/12	7:54 AM	M-F 7-9a	7-9a	:30	NON1001TV	\$825.00	NM
3 4	M	11/05/12	8:51 AM	M-F 7-9a	7-9a	:30	NON1001TV	\$825.00	NM
4 4	Tu	11/06/12	7:39 AM	M-F 7-9a	7-9a	:30	NON1001TV	\$825.00	NM
1 4	Tu	11/06/12	7:59 AM	M-F 7-9a	7-9a	:30	NON1001TV	\$825.00	NM
17	11/04/12	11/04/12	Su 7-9a	Su 7-9a	-----S	:30	2	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 2 \$500.00									
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 4	Su	11/04/12	7:29 AM	Su 7-9a	Su 7-9a	:30	NON1001TV	\$500.00	NM
2 4	Su	11/04/12	7:54 AM	Su 7-9a	Su 7-9a	:30	NON1001TV	\$500.00	NM
18	11/02/12	11/02/12	530-6p	530-6p	----F--	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$1,000.00									
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 4	F	11/02/12	5:52 PM	530-6p	530-6p	:30	NON1001TV	\$1,000.00	NM
19	11/05/12	11/05/12	530-6p	530-6p	M-----	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$1,000.00									
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 4	M	11/05/12	5:44 PM	530-6p	530-6p	:30	NON1001TV	\$1,000.00	NM
20	11/04/12	11/04/12	Su 5-6p	5-6p	-----S	:30	1	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$375.00									
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 4	Su	11/04/12	5:54 PM	Su 5-6p	5-6p	:30	NON1001TV	\$375.00	NM
21	11/03/12	11/03/12	Sa 1030-1130p	1030-1130p	-----S-	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S- 1 \$200.00									
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 4	Sa	11/03/12	11:23 PM	Sa 1030-1130p	1030-1130p	:30	NON1001TV	\$200.00	NM
22	11/02/12	11/02/12	9-930p	9-930p	----F--	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$1,800.00									
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 4	F	11/02/12	9:09 PM	9-930p	9-930p	:30	NON1001TV	\$1,800.00	NM
23	11/05/12	11/05/12	9-930p	9-930p	M-----	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$1,800.00									
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 4	M	11/05/12	9:15 PM	9-930p	9-930p	:30	NON1001TV	\$1,800.00	NM

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Advertiser	Product	Estimate Number	
Now or Never PAC		N01N06	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
24	11/02/12	11/02/12	M-F 1030-1102p	1030-1102p	----F--	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 11/02/12 10:58 PM M-F 1030-1102p 1030-1102p :30 NON1001TV \$1,000.00 NM									
25	11/05/12	11/05/12	M-F 1030-1102p	1030-1102p	M-----	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 11/05/12 10:45 PM M-F 1030-1102p 1030-1102p :30 NON1001TV \$1,000.00 NM									
26	11/04/12	11/04/12	Su 9-10p	9-10p	-----S	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Su 11/04/12 9:25 PM Su 9-10p 9-10p :30 NON1001TV \$1,800.00 NM									
27	11/04/12	11/04/12	Su 10-1030p	10-1030p	-----S	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Su 11/04/12 10:23 PM Su 10-1030p 10-1030p :30 NON1001TV \$1,800.00 NM									
28	11/04/12	11/04/12	Su 1030-1102p	1030-1102p	-----S	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Su 11/04/12 10:45 PM Su 1030-1102p 1030-1102p :30 NON1001TV \$1,000.00 NM									
29	11/02/12	11/02/12	M-F 630-7p	630-7p	----F--	:30	1	\$3,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 11/02/12 6:36 PM M-F 630-7p 630-7p :30 NON1001TV \$3,500.00 NM									
30	11/05/12	11/05/12	M-F 630-7p	630-7p	M-----	:30	1	\$3,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 11/05/12 6:42 PM M-F 630-7p 630-7p :30 NON1001TV \$3,500.00 NM									
31	11/02/12	11/02/12	FOX Prime Friday 7-8p	7p-8p	----F--	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 11/02/12 6:58 PM FOX Prime Friday 7-8p 7p-8p :30 NON1001TV \$1,000.00 NM									

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Advertiser	Product	Estimate Number	
Now or Never PAC		N01N06	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
32	11/04/12	11/04/12	NFL on FOX 12p	12p-CC	-----S	:30	3	\$5,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 3 \$5,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 4 Su 11/04/12 12:47 PM NFL on FOX 12p 12p-CC :30 NON1001TV \$5,000.00 NM 3 4 Su 11/04/12 1:40 PM NFL on FOX 12p 12p-CC :30 NON1001TV \$5,000.00 NM 1 4 Su 11/04/12 2:37 PM NFL on FOX 12p 12p-CC :30 NON1001TV \$5,000.00 NM									
33	11/04/12	11/04/12	NFL OT on FOX	OT on FOX	-----S	:30	1	\$1,900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$1,900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Su 11/04/12 3:45 PM NFL OT on FOX OT on FOX :30 NON1001TV \$1,900.00 NM									
34	11/03/12	11/03/12	Sa 10-1030p	10-1030p	-----S-	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Sa 11/03/12 10:30 PM Sa 10-1030p 10-1030p :30 NON1001TV \$600.00 NM									
35	11/05/12	11/06/12	M-F 6-7a	6-7a	M-----	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 11/05/12 6:38 AM M-F 6-7a 6-7a :30 NON1001TV \$600.00 NM									

Total Spots **44** Gross Total **\$50,075.00**

Payment Terms 30 Days

Agency Commission **\$7,511.25**

Net Amount Due **\$42,563.75**